



# Eliminate the January Blues



# "I'm stuck in January...Now what should I do?"

Here are 5 areas that disheartened dieters struggle with in January which leads them to quitting before March has come around.

I know you want to win long term so to be in the Elite 10% that get through this challenging time you must read this before it's too late and you start over again in January 2024.

No one said this was going to be easy...

But you could be missing out on simple solutions that will allow you to get unstuck and enjoy the process rather than punishing yourself straight back to the Christmas Choccies bag.

If you're ready let's get stuck in...



# ***No. 1 Burnt Out***

You've started now so the results must be right around the corner right?

Wrong!

Training every day early in the year while restricting yourself or your favourite foods is a sure fired way to be in the 90% that quit by March.

You see the damage you've created hasn't just happened over night and the same goes for how quickly you're going to fix this.

It isn't just about the inches dropped, it's about how you handle the time off, where in the past you've quit.

So what are you going to do differently this time?

Because what I've noticed the most over my 12 year career is that hardly anyone on a diet takes a planned break. This leads to taking a physical break e.g. uncontrollable binge eating but mentally the diet is still on.

You may have said at least one of these in the past:

"trying to be good"

"slipped up again"

"just can't stay on track"

A planned break is one of the most powerful things you can do along your transformation journey. Think about it..

If you haven't seen your spouse, friends or kids for a period of time you miss them more than if they were with you 24/7, right?

So when you're struggling this month or not seeing any movement a planned day off may be what the doctor ordered. Because if you don't I guarantee you'll have a long forced break coming soon.



# ***No. 2 What got you here won't get you there***

At the start of any journey, you often see some positive results whatever your doing.

Because most likely you haven't been focused at all beforehand so even a planned walk to clear your head will feel incredible.

But after a while this getting lucky strategy can start to fade. It's not your fault as you may not have been told what vital areas you need to concentrate on that is more important than another body combat class.

Being open to adapt and learn new ideas is essential for your long term success. Because there is no one size fits all and if you get stuck at any point in your journey it. is likely because you're either closed off to help or think that you're doing will eventually provide a break through if you keep pushing harder (insert mental break from above)

This is where the power of having an accountability coach on your team becomes priceless because they will see behaviour or habits forming that you may not even realise it was there.

I use a strategy called 'Obstacles and Solutions' where my clients and I sit down and look at what could go wrong down the line, maybe using things that had gone wrong in the past and rather than just focussing on that p roblem we come up with solutions to handle the situation better the next time it happens.

I would say that would be a good place to sit down and try today.



# No. 3 Belief

You failed last time so it'll happen again, right?

Once again not true

Only if you do the same thing as last time and not learn from where the mistakes were made

Einstein said "The definition of insanity is doing the same thing over and over and expecting a different result"

As humans we often go for the easy options

That is why when I'm told by a prospect that they have tried everything I know they haven't

Mainly because they haven't worked with me so there is one thing they haven't

But I also understand how your mind works maybe more than you do and that is that the brain wants an easy life

And thinking or being challenged is too much like hard work where in reality it isn't at all

You just need to give it a bigger purpose than a weight loss goal so it can agree to do the hard work with you.

One thing I love to remind my clients is that most things in life are possible it just may not be right now

Just look at our insane space programme right now

We literally put a robot on Mars

And if a human can make that happen

You can 100% feel incredible in your own skin

When?

Who knows but one day the work you did today will be totally worth it.





# No. 4 Restrictions

You want more of what you can't have....

So, when you tell yourself you need to cut out alcohol this month

Or no more chocolates

Guess what?

It's coming back to get you because I'm sure your mood won't be very high and to pick up said mood your body knows those items will make you happy

And before you know it, it's too late and the whole bottle/box has gone. We use a permission over restrictions strategy in the GTB Method because nothing is off the menu

You just need to know why you're over consuming the item

Not punishing yourself for having it. I would recommend on a notepad write down a few questions to find out how you're feeling in the moment of weakness

Don't say you can't have the item, you just need to answer a few questions first

e.g. Where am I?

How am I feeling?

What time is it?

Etc.

Then you will gain an understanding of what it is you actually want because I put good money on it that it's not sugar or alcohol

And more so what those items provide you such as energy, stress relief and reducing hunger

Have a look and let me know.....



# *No. 5 Entry Points*

Motivation comes and goes

It should never be relied on to start any process or be relied on to keep it going. Just use it when it's high to have a good push forward towards your goal

But it'll come down at some point and that's life

It's just about preparing and understanding the down time

Unfortunately, most disheartened dieters get de motivated too easily which then as mentioned above comes with low moods leading to over eating to make you happy short term

Ironic as now you're even more unhappy that nothing is working right?

What we do here in the GTB Method is arrange our easiest entry point or non-negotiable for when we are at our lowest

For example:

If you struggle to go to the gym the entry point may be a 5-minute bike ride

That's all you have to do when you get to the gym and if complete you can go home

I've even asked a client before just to pull into the car park on the way home instead of driving past

Because the start is the hardest

So, if you're already there and got going the likelihood is you'll carry on

But if you're really that low you've got a win by showing up on your worst day

Here is a great video about the one minute rule which will help you set up some non-negotiables for the areas you find the toughest <https://youtu.be/EvGkSEuWtal>



January can be incredible for motivation but also at the same time a slippery slope to having to start back over from square one

But you don't have to do this alone

And if you were struggling it's better to ask for help than to quit

Because quitting is the only sure fired way not to reach your goals

Everything else will get you there one day

I know you're a clever and brave person I know you will reach out for professional support if you're struggling

Rather than keep fighting this battle alone

If this is something you're interested in then I give everyone who reads my e-books a free 15 minutes no obligation power call to see if we are a good fit and find a little more about your struggles

If this is for you click the button below to book in your free call today

BOOK HERE <https://tauruspt.co.uk/contact>

I can't wait to hear from you

Shaun

P.S Don't worry if the time isn't right for you

But one simple way to ensure you use the information you learned is to invest in it

So, if you took anything away from the book could share this on your social media?

Or maybe a little written review about it here <https://g.page/r/CZ7xCzWExUeFEB0/review>

Because NOW you've invested, you're very likely to move forward

Sounds great, right?





